

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) LUC MEDIA	Rep Firm	
Advertiser	( ) POLITICAL		25 WHITLOCK PLACE SW, 2ND FL	Sales Office	( ) WASHINGTON
Product	MARK CRITZ FOR CONGR		MARIETTA, GA 30064	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	2427	Agency C/P1/P2/E	//2427		
Buyer	AMY MILLS	Flight Dates	09/12/2012 - 09/16/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V3 9/18 SEE ALL LINES FOR LUR REVISIONS

ORIGINAL TOTAL: \$3725

NEW TOTAL: \$2380

AMOUNT CREDITED: \$1345

THANKS - KAT

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Station WPGH-TV PITTSBURGH, PA

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Product MARK CRITZ FOR CONGR

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Buyer AMY MILLS

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Fax#

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Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/12-09/14	10P-1030P	NEWS	:30	\$400.00	W-F	1	1	1	\$400.00
2	09/12-09/14	6P-630P	BIG BANG	:30	\$300.00	W-F	1	1	1	\$300.00
3	09/12-09/14	630P-7P	2.5 MEN	:30	\$300.00	W-F	2	1	2	\$600.00
4	09/12-09/14	7P-730P	BIG BANG	:30	\$550.00	W-F	1	1	1	\$550.00
5	09/12-09/14	730P-8P	2.5 MEN	:30	\$450.00	W-F	1	1	1	\$450.00
6	09/12-09/14	1P-2P	DIV COURT	:30	\$40.00	W-F	1	1	1	\$40.00
7	09/12-09/14	2P-3P	JUDGE JOE BROWN	:30	\$40.00	W-F	1	1	1	\$40.00

---REPORT TOTALS---

Report Totals: 8 / \$2,380.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$2,380.00  
Sales Totals: 8 / \$2,380.00

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Salesperson Phone# 202-955-5342

Salesperson FAX#

Station Totals: 8 / \$2,380.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,667	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

SHARES EST

Books

Demos

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RA35+